

# Social Media Policy

February 2021

This Social Media Policy has been developed to help empower UniSport associates (employees, directors, contractors, consultants, volunteers and interns) to participate in digital marketing and communications, represent UniSport, and share the values of our brand.

Social media is UniSport's key communications tool to engage with university students, our members and other stakeholders. Success is reliant on our ability to capture the attention of our audience and engage them in a way that encourages action – through registering for an event or sharing content with their networks.

For our social media to be effective we need to encourage autonomy and responsibility amongst our social media representatives. UniSport supports our associates to engage and explore in social media to the extent they feel comfortable, and reminds all involved to “have fun, but be smart”. The best advice is to approach the online worlds in the same way we do the physical one – by using sound judgment and common sense, by adhering to UniSport values, and all other applicable UniSport policies.

While there is a distinction between personal and official UniSport communication on social media, UniSport recognises that the line is blurring, and that associates must be mindful of how their online presence could impact the organisation.

For that reason, we have included expectations for personal usage within UniSport's overall social media policy. We make the distinction between “Speaking about UniSport” which is the right of everyone associated with UniSport, and “Speaking on behalf of UniSport” which is assigned to official UniSport Representatives. This policy sets out our expectations for both.

## **Expectations for UniSport associates engaging in social media:**

UniSport respects the rights of our associates to use social media not only as a form of self-expression, but also to interact with, and promote UniSport. UniSport's expectations are:

1. **Be mindful that you are representing UniSport.** Whenever you refer to UniSport on your own channels or make a post on UniSport channels, you are representing UniSport and you need to act with honesty and integrity. Your posts need to adhere to UniSport values as well as all our governing policies. When you reference UniSport, you understand that UniSport might be held responsible for your behaviour.
2. **Be on the lookout for both compliments and negative content.** Positive content can be reacted to immediately and shared to wider networks. If you come across negative or disparaging posts about UniSport, please avoid the temptation to react yourself and pass the comment on to the marketing team who will coordinate the response with the subject experts. In some instances, it may be deemed that no response is the preferred action.
3. **Report inappropriate content.** UniSport channels need to be clear of inappropriate content. Inappropriate content includes material that is in any way: discriminatory; harassing; libellous; proprietary; defamatory; abusive; threatening; or could in any way harm the reputation of UniSport and our staff, partners, and member organisations. As a guideline this would include postings that reference alcohol or drugs, illegal activity, nudity, racism, sexism, incidents or disciplinary issues. Opinions of a political or religious nature should also not be posted.
4. **When in doubt, do not post.** The digital world is permanent.

### **Expectations for UniSport representatives posting on official UniSport channels**

UniSport has nominated several representatives to communicate on our behalf via official social media channels. These representatives have the authority to post (and remove) content. In addition to the associate expectations listed above, UniSport expectations for official posts are as follows:

1. **When, what and how** to post is defined and managed by the UniSport marketing team. UniSport representatives need to adhere to schedules and marketing style guides. Wherever possible, students should be referred to as follows: Name, University, Study Area.
2. **Be transparent and give credit where credit is due.** Online posts must respect copyright, trademarks, privacy, fair use, financial disclosure and other applicable laws and guidelines.
3. **Maintain confidentiality.** Online postings should not disclose any information that is confidential or proprietary to UniSport or to any third party that has disclosed information to UniSport.
4. **Secure permission.** Do not discuss a situation involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.
5. **Be accurate.** Any information that is incorrect or false should be corrected immediately.
6. **Be mindful of external stakeholders of UniSport.** This may include, but is not limited to, corporate and government partners, media and community organisations. All posts should be respectful of these relationships.
7. **Ensure endorsements are approved.** If a third party (client, member or partner organisation) approaches UniSport seeking to use the UniSport name in a media release, advertisement or marketing material, it must be approved by the CEO or GM Commercial prior to its distribution or publication.

### **Breach of policy**

A breach of this policy is considered a serious matter and will be dealt with according to UniSport disciplinary procedures, and dependent on the severity of the situation.

In the instance that inappropriate content has been posted by a student, once the post is removed, the relevant University Team Manager, or Sports Officer or Executive Officer will also be notified of the incident. It is then up to the university involved to take whatever disciplinary action they deem appropriate with the offender.

### **Further enquiries**

Any enquiries regarding this social media policy should be directed to the GM Commercial in the first instance.